

## SECTION TWO

## THE LUBBOCK AVALANCHE.

VOLUME XIV.

LUBBOCK, LUBBOCK COUNTY, TEXAS, THURSDAY, MAY 28, 1914

NUMBER 47

A THIRTY YEARS' VIEW  
Tom Ball's Lifelong Record of Service for the People Against Special Interests

In 1885, as Mayor of Huntsville, he recommended and procured the passage of an ordinance abolishing the fee system and placing all city officers on a salary basis, which system has remained in vogue until this day.

In 1887, he actively supported and made speeches for statewide prohibition in the memorable contest of that year.

In 1889, he actively supported the submission by the legislature of Texas of the constitutional amendment providing for the present Railroad Commission to regulate freight rates.

In 1895, as Mayor of Huntsville, he and the Commission in Governor Hogg's great fight for the governorship on the railroad commission platform.

In 1892, he actively supported Governor Hogg, both for renomination and reelection against Judge Clark in the historic Hogg-Clark gubernatorial contest. He was one of Governor Hogg's floor managers in the famous carshed convention.

In 1896, he actively supported free silver currency, participating in the historic free silver Democratic State Convention in Fort Worth, which started the silver movement in Texas.

In 1896, he actively supported William Jennings Bryan for President at the Chicago Convention.

In 1897, he became a member of congress, and during his four terms of service there supported every demand of organized labor.

In 1900, he supported William Jennings Bryan for the Democratic nomination for the Presidency a second time, and served on the committee which reported the Kansas City platform on which Mr. Bryan ran that year.

In 1902, as a member of the subcommittee on platform, he actively helped write into the Democratic State platform, against strong opposition, the plank demanding the new law prohibiting child labor in mills and factories.

Also, the plank demanding a constitutional amendment permitting the formation and operation of state banks in Texas.

Also, the plank demanding the abolition of the constitutional amendment under which the national bank monopoly of banking in Texas was ended and the present state banking system has grown up.

In 1905, he actively favored the passage of the Robertson insurance law, requiring life insurance companies to invest in Texas securities.

In 1908, he actively supported the

passage of our present law guaranteeing bank deposits under which depositors in state banks are protected against loss.

In 1910, he actively supported and helped to carry the Democratic platform demand for the submission of a statewide prohibition amendment to the constitution of Texas.

In 1911, as Chairman of the State the fight for statewide prohibition, in which, even on the face of the returns, Texas lacked only about 500 votes of going dry.

In 1912, he actively and most effectively supported Woodrow Wilson for the Democratic nomination for the presidency.

In 1913, he supported the proposed charter amendment for the City of Houston, providing for the initiative, referendum and recall, which policy he has publicly advocated for years.

In 1914, after he had repeatedly declined to become a candidate for Governor, he was drafted by the forces of good government to lead their fight to redeem Texas from the no man's land.

## VALUABLE HINTS FOR HEALTH

The following hints for health, taken from North Carolina Health Bulletin, are well worth remembering:

That a bag of sand relieves neuralgia.

That warm borax water will remove dandruff.

That a little soda will relieve sick headache caused by indigestion.

That a cupful of strong coffee will suppress the odor of onions on the breath.

That well ventilated bed rooms prevents morning headaches and insomia.

That a cupful of hot water drunk before meals will sometimes relieve nausea and dyspepsia.

That one in a faint should lie flat on the back, the clothes loosened and let alone.

That the best time to bathe is just before going to bed, that never less than an hour after eating, as any danger of taking cold is thus avoided and the complexion is improved by keeping warm for several hours after leaving the bath.

That thorough mastication of food is indispensable.

## WILL PROHIBIT BEGGING

The city of Plainview, ever progressive, has passed an ordinance prohibiting begging on the streets by itinerant beggars, unless they first obtain a permit from the city. This is right. The towns are preyed on by all sorts of men and women, who make a living by begging as a profession. Often they come in the name of the church or a charitable organization, but nevertheless, they are beggars just the same. Even if the cause is a worthy one, such as soliciting for a church or a home, it is quite an expensive method of making contributions. For every dollar given to the solicitor, only a small per cent goes to the place where needed, most of it going to the expense of the traveling solicitor, and sometimes it never gets any farther than the pockets of the man with the soiled credentials and endorsements from deities. Therefore would do its citizens a lasting good if the commission would pass a similar ordinance.—*Thereford Brad*.

**FIVE—FOR YOUR DEN—FIVE**

**Beautiful College Pennants**

To Anyone Interested:

You are hereby notified to be and appear before the Board of Equalization of Lubbock County, Texas, to be held in the town of Lubbock, in said county and state, at the court house, on the 8th day of June, 1914, then and there to show cause why the valuation of the property demanded for taxation by you for 1913 should not be raised by said board.

Actions by order of the Commission's Court of Lubbock County, Texas.

Witness my hand officially, on this May 21st, 1914. J. A. WILSON,

County Clerk, Lubbock County, Tex., by C. P. Stiles, Deputy.

(17-21)

Mrs. E. Ivey and two little children left Friday afternoon for Sweetwater, where Mrs. Ivey will visit her parents for a few weeks.

J. R. Mull was here Saturday from Crosbyton.

Yale and Harvard, Each \$1.25 x 24 in.

Princeton, Cornell, Michigan

Each 75c.

All post in U. S. schools heading names, etc., and instant colored picture postcard. This splendid department song postage for 20 cents and a stamp to pay postage sent now.

**HOWARD SPECIALTY COMPANY**

Dayton, Ohio

In one of the public schools of Cincinnati, having an 80-foot swimming pool, an ingenious water aerogymnastic has been constructed after plans made by the swimming instructor. It consists of an oval track suspended from the ceiling above the pool. Trolleys, provided with long ropes are attached to the track, and a harness is arranged at the other end of the ropes so that the boys may slip the broad belts about their waists, and thus be supported in the water, while their limbs are left free. A picture of the device appears in the June Popular Mechanics Magazine.

I. T. Lester was here the latter part of last week from Canyon.

H. C. Pierson was over from Laramie a few days this week.

W. A. Cox, who has been visiting here for several weeks, returned to his home at Carben last Saturday.

Community Co-Operation

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By R. K. Phillips.

It is really amusing to note the methods employed by some merchants to induce unsuspecting buyers to purchase unknown goods, in the sale of which large profits may be expected.

A large department store recently offered for sale a widely advertised article at greatly reduced prices. Although I reached the store early on next morning to "avoid the rush," I found many others ahead of me who had also been attracted by the "bargain" announcement. While there was a large display of the articles in question, not a single one of the brands mentioned in the advertisement was shown. The salesmen who waited on me spent several minutes endeavoring to convince me that the line they were showing was "just as good." In every way as the particular brand.

## SORE EYES FROM FACE POWDER

Face powders have their dangers the same name as gun powder. For some under the observation of oculists in which the patients invariably complain of vision being blurred, inability to use the eyes for any length of time, and severe irritation of eyelids. The slightest rubbing of the lids produces a marked redness of the eyes and only aggravates the irritation. In severe cases, the lids are frequently swollen from constant rubbing. There is a sticky, elastic secretion which, when being removed, pulls out in long strings.

Microscopic examination of the secretion reveals masses of what appear to be crystals. Until recently no satisfactory explanation of the presence of these crystals in the eye has been given.

Secretions taken from the eyes of two sisters suffering from this peculiar complaint were submitted to the professor of pathology of one of the university medical schools and he found that the crystals came from rice face powder. Seven other patients in which the same symptoms and microscopic conditions were found, all used the same make of face powder.

When the powder is applied to the face with a puff, a portion of the fine dust is driven upward and lodges on the moist eyeball. The rice powder in the presence of the eyes then becomes microcrystalline in character and is not washed from under the eyelids. The powder produces irritation, which is aggravated by rubbing. Those who make a living by begging as a profession. Often they come in the name of the church or a charitable organization, but nevertheless, they are beggars just the same. Even if the cause is a worthy one, such as soliciting for a church or a home, it is quite an expensive method of making contributions. For every dollar given to the solicitor, only a small per cent goes to the place where needed, most of it going to the expense of the traveling solicitor, and sometimes it never gets any farther than the pockets of the man with the soiled credentials and endorsements from deities. Therefore would do its citizens a lasting good if the commission would pass a similar ordinance.—*Thereford Brad*.

Thus the trade-mark protects you, because the article is advertised. All the advertising in the world will not make you buy a flimsy piece of goods a second time. So the best evidence of quality and value is the continuous advertising of the manufacturer.

In the columns of this paper you will find the ads of many well known and trade-marked articles. We endorse them, or they would not be sold space in this paper. It will pay you to demand and insist upon having these goods. Then you'll get your money's worth.

Does advertising make gods cheap? It certainly does. In our next article we will tell you why.

## LITTLE EDITORIALS ON BUSINESS

The manufacturer who puts his name and trade-mark on his product, has more at stake than any retail merchant on earth.

The retailer has only a few hundred customers. If he sells an article without a brand or trade-mark, or with only his own name on it, and it fails to give satisfaction, he blames the small manufacturer who made it, and buys another line next season.

In this case you are the loser. You may lose again next year on another private brand or non-branded article.

But the big manufacturer who is advertising his goods under his own name, has millions of customers. If he sells an inferior product by false advertising, he is ruined. He cannot redeem himself.

Therefore, the manufacturer who is not ashamed to put his name on his goods, but goes ahead, year after year, and advertises, simply must make good. He is not tempted to skimp the quality, but gives you better values, as his business grows.

Thus the trade-mark protects you, because the article is advertised. All the advertising in the world will not make you buy a flimsy piece of goods a second time. So the best evidence of quality and value is the continuous advertising of the manufacturer.

In the columns of this paper you will find the ads of many well known and trade-marked articles. We endorse them, or they would not be sold space in this paper. It will pay you to demand and insist upon having these goods. Then you'll get your money's worth.

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(To be continued.)

## FREE—LONDON "TANGO" NECK-LACE; "EVELYN THAW" BRACELET

These two beautiful pieces of popular jewelry are the craze among society women in New York and the largest cities. They are neat and elegant gold finished articles that will gladden the heart of every girl or woman, no matter how young or old. Very stylish and attractive.

**Our Free Offer:** We are advertising Spearmint Chewing Gum and desire to send a big box of this 16 oz. gum into every home. It sweetens the breath while the teeth are in digestion. It is refreshing and pleasing to all. To every one sending us but the five stamps to cover shipping costs, we will ship a big box of 20 regular packages of the Spearmint Gum and include the elegant "Tango" necklace and "Evelyn Thaw" bracelet, absolutely free.

This offer is for a short time only. Not more than two orders to one party. Dealers not allowed to accept.

**UNITED SALES COMPANY,**

Dayton, Ohio. P. O. Box 101

Mrs. H. T. Ellis and Mrs. F. E. Wheelock left Friday afternoon for Milford, Texas, where they will attend the commencement exercises of the Milford College graduates, and of which Miss Ruby Ellis is a member.

Grover M. Slaughter was here Saturday, looking after business matters.

Inc. P. Robinson went to Sweetwater Friday, where he met Mrs. Robinson on her return trip home, after spending several weeks in Ft. Worth.

County Hide and Animal Inspector J. B. Young went over to Crosbyton Saturday night on the canyon east of that place with a party of other bakers, roasting with the finny tribe. He reports fine success and a dandy good time.

W. A. Cox, who has been visiting here for several weeks, returned to his home at Carben last Saturday.

Community Co-Operation

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make I called for. However, as I insisted, he seemed very glad to give me what I wanted, at the price advertised; although it is safe to say that practically all the other shopkeepers accepted the brand of unknown quality.

Many merchants throughout all the country are using the method of featuring established brands of goods at cut prices to get the people into their stores and then try to induce them to accept unbranded or unknown brands that bring long profits.

This custom is not only unfair to the buying public that pays the bills, but is a gross injustice to the manufacturers of standard lines, who are trying to sustain their reputations by giving the people the highest quality of goods possible for the prices asked.

Demand the genuine by bill name—Noblesville, Indiana.

THE COCA-COLA COMPANY

Atlanta, Ga.

Whenever you see an arrow pointing to Coca-Cola.

THE COCA-COLA COMPANY

Atlanta, Ga.

Whenever you see an arrow pointing to Coca-Cola.

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